

# lauren baraczek

## User Experience Designer

I am a mission-driven designer who finds a better way to **solve** a problem by balancing the business requirements and customers' needs in creating positive experiences in products and services. I lead with **empathy** and **validation to every design decision** with my **graphic communications**, and **production design** background.

## Get in touch!

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💻 [laurenbaraczek.com](http://laurenbaraczek.com)

## Skills

### Research and Design Methods

User Research · User Testing · Persona · Wireframing · User Flows · Empathy Maps · Prototyping · Design Sprint · HTML/CSS · User Story · Affinity Maps · Heuristic Analysis · Sitemap (IA) · Style Guide · User Interface

### Software

Figma · InVision · Mural · Photoshop · Illustrator · InDesign · Miro · Marvel · OmniGraffle · After Effects

## Education

**UX | UI Design Course Track, Certification**  
10-month intensive course in UI/UX methodologies and technologies  
Springboard, Aug 2021- June 2022

**UX Design Certification**  
General Assembly, 2019

**Graphic Design Courses**  
School of Art Institute Of Chicago (SAIC), 2018

**Bachelors of Science in Media Arts & Technology (Graphic Communications)**  
Rochester Institute of Technology  
Minor in Advertising and Public Relations and Concentration in Digital Imaging and Premedia

## Experience

**Preflight Technician (Production Artist)** Jan 2015 - Present  
**Moss Inc | Chicago, IL**

- Manage, prioritize, and organize 5 to 20 rush orders using Filemaker per day for quick turnaround and meeting deadlines.
- Work in a fast-paced environment to create graphic layouts for 100+ customer's approval for smooth production workflows.
- Communicate and collaborate with project management, sales, and production team to expedite large projects completed efficiently by checking files using Illustrator, InDesign, Photoshop, and CAD tools with knowledge of color management.
- Design and research production files for prototyping to test different materials to improve the product.
- Design miscellaneous projects and documentation for the production manager to help organize different departments and improve business processes.

**LevelUp, Website (View Study)** May 2022 - Jun 2022

- Working independently and in a team to complete the booking process for both mentors and mentees with a 70% of customer satisfaction.
- Collaborating and communicating with 5 teammates, a product owner, and 2 engineers to receive feedback and improvements on the task at hand.
- Conducted one 1:1 moderate user interview, 2 usability testing, transferred data into user flows and wireframes to complete a MVP and validate design decisions to improve product development.

**UX | UI Designer** June 2020 - October 2021  
**CrowdDoing | San Francisco, CA | Remote (View Study)**

- Working independently and in an Agile scrum to complete the eCommerce for food for a medicine website project to help people with stress, anxiety, and sleep disorder with 85% of customer satisfaction.
- Participate in weekly sprint meetings with product management (PMS), engineering, and other designers to discuss progress receive feedback and improvements on the task at hand.
- Collaborating and communicating with 2 to 5 teammates to create a user journey map, personas, user flow charts, customer journey, information architecture diagrams, and competitive analysis for UX research.
- Transferring analytics data into wireframes for interactive prototyping and usability testing software like Figma and the concept app on my iPad for users.'

## UI/UX Case Studies

**Open Cinema, Responsive Booking Website (View Study)** Aug 2021-Feb 2022

- Independently developed a responsive movie theater booking website to encourage consumers to return to the theater.
- Conducted 5 user interviews, 3 market research by doing a heuristic analysis to synthesized research, and created an affinity map, empathy map, personas, and user stories to inform the ideation and design process.
- Design a sitemap, user flow, sketches, wireframes, low fidelity mock-up, a high fidelity app prototype, infographics, logo design, product design, eCommerce.
- Performed and validated 5 moderate usability testing in the sketch phase, two rounds of in-person and moderated testing with prototype.

**Membership Tracker, Android mobile (View Study)** Mar 2022 - Apr, 2022

- Improved user experience by creating a product that consumers can manage, view, and cancel their recurring subscriptions and keep their financials on track.
- Conducted SWOT by keeping heuristic analysis in mind, used insights to design user flows, mid-level sketches, high fidelity, prototype, and conducted two rounds of remote and in-person moderated user testing.

**GalleryPal, IOS mobile application (View Study)** Mar, 2022

- Conducted a modified Google Design Sprint to explore solutions for the business of GalleryPal over 5 days.
- Design Virtual Reality and Augmented reality experiences for guests to view artwork in the art gallery
- Synthesized research from GalleryPal, identified pain points in the user's mobile experience, mapped out a user flow, sketched a storyboard, created a rapid prototype, and conducted remote and in-person moderated user testing that resulted in 80% customer satisfaction.